

U.S. Patent Application 09/990,541 – Amended Claims

Claims 1 through 13 (canceled)

Claim 14 (previously presented) A database system for storing profile data related to web site visitors to a web store web site operated by an E-Business retailer, said profile data being organized within said database system in accordance with a logical data model, said logical data model comprising a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system, wherein said profile information includes at least one information type selected from the group consisting of:

- information concerning occupations of said visitors;
- information concerning income levels of said visitors;
- information concerning educational levels of said visitors;
- marital status information about said visitors;
- gender information about said visitors;
- ethnicity information about said visitors;
- residence information about said visitors; and
- language information about said visitors.

Claims 15 through 20 (canceled)

Claim 21 (previously presented) A customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

- a database for storing and organizing said information;

a logical data model defining the manner in which said information is stored and related within said database; and

a subject area within said logical data model defining the manner in which profile information concerning web site visitors to a web store web site operated by said E-Business retailer is stored and organized within said database;

wherein said profile information includes at least one information type selected from the group consisting of:

- information concerning occupations of said visitors;
- information concerning income levels of said visitors;
- information concerning educational levels of said visitors;
- marital status information about said visitors;
- gender information about said visitors;
- ethnicity information about said visitors;
- residence information about said visitors; and
- language information about said visitors.

Claims 22 through 27 (canceled)

Claim 28 (previously presented) In a customer relationship system for an E-Business retailer, a method for managing profile information concerning web site visitors to a web store web site operated by said E-Business retailer, said method comprising the step of establishing a database for storing and organizing said profile information, said profile information being organized within said database in accordance with a logical data model including a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system, wherein said profile information includes at least one information type selected from the group consisting of:

information concerning occupations of said visitors;
information concerning income levels of said visitors;
information concerning educational levels of said visitors;
marital status information about said visitors;
gender information about said visitors;
ethnicity information about said visitors;
residence information about said visitors; and
language information about said visitors.

Claim 29 (canceled)